



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Mentzer Media Services
600 Fairmount Ave
Suite 306
Towson, MD 21286-1002

Contract # 846516

Schedule Dates 08/08/12-08/14/12
Advertiser Americans for Prosperity (30204)
Agency/T-Code Mentzer Media Services (3924)/833926835
Product Political - Non-Ballot Issue (1196)
Brand 1834/NONBALLOT (175141)
Salesperson Nesci, Mark (3195)
Sales Office HRP - Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1834
Account Types National/Political Issue - Agency
Billing Type Standard
Comments AMER FOR PROSPERITY
AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

Date Entered 08/02/12
Last Modified 08/02/12
Entered By Melissa Welch
CO-OP No
Headline # 06261334
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,900.00
Net Total \$107,100.00
Sales Tax

Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Aug. 2012	53	\$126,000.00
Grand Total:	53	\$126,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	6:58A- 9A (ET)				2	2	2			6	\$600.00	\$3,600.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/2/12
2.0	Normal Line / SPOT	08/08/12-08/10/12	2	:30	5:59P- 6:30P (ET)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WCNC) (WCNC)	OLYMPICS NEWS 6P	8/2/12
3.0	Normal Line / SPOT	08/08/12-08/10/12	2	:30	6:59P- 7:30P (ET)				1	1	1			3	\$1,400.00	\$4,200.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/2/12
4.0	Normal Line / SPOT	08/08/12-08/10/12	3	:30	5:58A- 6:58A (ET)				1	1	1			3	\$600.00	\$1,800.00	Charlotte (WCNC) (WCNC)	6A NEWS	8/2/12
5.0	Normal Line / Olympics - Zone	08/08/12-08/11/12	2	:30	7:30P- 7:55P (ET)				1	1	1	1		4	\$1,800.00	\$7,200.00	Charlotte (WCNC) (WCNC)	OLYMPIC ZONE	8/2/12
6.0	Normal Line / Olympics - Summer	08/08/12-08/11/12	4	:30	7:58P- 12A (ET)				2	2	2	2		8	\$8,500.00	\$68,000.00	Charlotte (WCNC) (WCNC)	OLYMPICS PRIME	8/2/12
7.0	Normal Line / SPOT	08/08/12-08/12/12	2	:30	12A- 12:30A (ET)				1	1	1	1	1	5	\$1,000.00	\$5,000.00	Charlotte (WCNC) (WCNC)	OLYMPICS LATE NEWS	8/2/12
8.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	11A- 11:30A (ET)								1	1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	FLASH POINT	8/2/12
9.0	Normal Line / Olympics - Summer	08/12/12-08/12/12	4	:30	7P- 11P (ET)								2	2	\$9,000.00	\$18,000.00	Charlotte (WCNC) (WCNC)	OLYMPICS CLOSING CEREMONY	8/2/12
10.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:58A- 9A (ET)		2	2						4	\$600.00	\$2,400.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/2/12
11.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	4P- 4:59P (ET)		1	1						2	\$300.00	\$600.00	Charlotte (WCNC) (WCNC)	4P NEWS	8/2/12
12.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	5:29P- 5:59P (ET)		1	1						2	\$400.00	\$800.00	Charlotte (WCNC) (WCNC)	530P NEWS	8/2/12
13.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	6:59P- 7:30P (ET)		2	2						4	\$1,400.00	\$5,600.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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14.0	Normal Line / SPOT	08/13/12-08/14/12	2	:30	7:30P- 7:58P (ET)		1	1						2	\$1,250.00	\$2,500.00	Charlotte (WCNC) (WCNC)	WHEEL FORTUNE	8/2/12
15.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	5:58A- 6:58A (ET)		1	1						2	\$600.00	\$1,200.00	Charlotte (WCNC) (WCNC)	6A NEWS	8/2/12
16.0	Normal Line / SPOT	08/13/12-08/14/12	3	:30	11P- 11:34P (ET)		1	1						2	\$650.00	\$1,300.00	Charlotte (WCNC) (WCNC)	11P NEWS	8/2/12

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Date:

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Date:

Comments: